

# New Orleans Police Department (NOPD)

## Six Month Check-In

City of New Orleans

November 7, 2018



# Contents

---

- I. Crime Reduction
- II. Citizen Satisfaction Survey
- III. Growing the NOPD
- IV. Community Engagement
- V. Leader in Police Reform



# I. Crime Reduction

---

# I. Results of Crime Reduction Strategy

## ■ 2018 Year-to-Date (YTD) Crime Statistics

- Murders are down 7% compared to last year & 11% compared to 2016
- Shootings are down 31% compared to last year
  - That's 144 fewer victims YTD
- Armed robberies are down nearly 15% compared to last year
  - This is the fourth consecutive year of reductions in the number of armed robberies (9% down in 2016, 19% down in 2017)
- Residential burglaries are down 23% compared to last year



# I. 2018 vs. 2017 Crime Stats (Year-to-Date)

Offense	January – YTD 2017	January – YTD 2018	Percentage Change
Murder*	138	129	-7%
Rape**	401	373	-7%
Armed Robbery	611	528	-14%
Simple Robbery	274	263	-4%
Assault	699	750	7%
<i>Shooting Incidents</i>	275	189	-31%
<i>Shooting Victims</i>	407	263	-35%
<b>Person Crime Total</b>	<b>2,704</b>	<b>2,636</b>	<b>-3%</b>
Burglary	1,936	1,729	-11%
Theft	10,184	10,290	1%
Auto Theft	2,167	2,420	12%
<b>Property Crime Total</b>	<b>14,287</b>	<b>14,439</b>	<b>1%</b>
<b>Total Crimes</b>	<b>16,991</b>	<b>17,075</b>	<b>0.5%</b>

\*Murder Totals Provided by Homicide Unit

\*\*Rape Reports Provided by Sex Crimes Unit

(Effective 7/1/2014 Rape statistics include male victims and certain sexual battery cases)



# I. Crime Reduction Strategy

- The NOPD's crime reduction and department improvement plan is a multi-layered approach to addressing the issue of crime in our city. Each of these measures is designed with the goal of achieving one or more of the following:

- Improve Response Times
- Improve Solve Rate for Open Cases
- Maximize Available Police Resources
- Deter or Prevent Criminal Activity
- Encourage Witness Participation
- Leverage Community Support
- Reduce Officer Burden
- Improve Officer Morale



## II. Citizen Satisfaction Survey

---

## II. Citizen Satisfaction Survey

- In September, the annual New Orleans Crime Coalition (NOCC)'s regular survey show that public satisfaction with the NOPD increased to 55 percent, a four-point bump compared to results of the 2017.
- The survey also showed that satisfaction with respondents who feel safe in their own neighborhood increased to an impressive 83 percent, one of the highest rates in this category since the survey began 14 years ago.
- Also impressive, 87 percent of adults polled who had contact with an NOPD officer said the officer was pleasant and courteous – which is an increase of eight points since last year and 10 points above the four-year average.

**NOPD Approval Rating Up Four Points in Annual Crime Satisfaction Survey**



# III. Growing the NOPD

---

# III. Growing the NOPD



- This year, NOPD has been able to recruit up to its budgeted strength for the first time in 6 years.
- In 2017, NOPD saw the lowest level of attrition for commissioned officers that the department had seen in 20 years.
- In 2018, NOPD continue to see that same low number of separations, which greatly improves NOPD's ability to grow the size of the City's police force.
- With more officers, NOPD can increase visibility, increase capacity, and reduce response times, all of which bolster efforts to reduce crime in the city.



# III. Growing the NOPD

- On October 12, 2018 the NOPD graduated its second recruit class in four months.
  - The department welcomed 30 new officers in October and 34 in June for a total of 64 new officers.
  - NOPD currently has 1,212 total commissioned officers.
- The NOPD is set start another class on November 12 and to graduate another class as early as January 2019.



# III. Launched Recruitment Campaign “Walk a Different Beat”

- NOPD is putting additional resources into broader and more effective advertising efforts to expand the applicant pool and recruit more qualified officers to the NOPD.
- During the October 28, 2018 Saints vs. Vikings football game, the NOPD and New Orleans Police & Justice Foundation launched a new recruitment commercial.
- The ad airs during two more games: the Thanksgiving Saints vs. Atlanta Falcons game and the December Saints vs. Carolina Panthers game.



<http://joinnospd.org>



## IV. Community Engagement

---

# IV. Engaging with the Community



- Significant growth in department's social media accounts in last six months
  - NOPD operates 9 total Facebook accounts with 67,000+ total "fans".
  - NOPD launched its official Instagram account in June 2018 and amassed almost 1,300 "followers" in 5 short months.
  - NOPD Twitter account surpassed 15,000 "followers" in October 2018.
- Lip-sync Challenge
  - Viewed by 125,000 People
  - Grew the NOPD Facebook page more than 1k "fans" in just a few days.
  - Received overwhelming positive response.



# IV. Engaging with the Community

## Night Out Against Crime

- Coordinated one of the most successful Night Out Against Crime events in the city's history.
  - More than 175 neighborhood/community gatherings were held all across New Orleans.
  - The 2018 kickoff event was held at A.L. Davis Park with several hundred attendees.



## **V. Leader in Police Reform**

---

# V. Leading the Nation in Police Reform

- Over 20 law enforcement agencies and organizations have come to NOPD for technical assistance in the past 2 years to learn how to implement police reforms.
- NOPD presented at the International Association of Chiefs of Police conference in October for the second year in a row.
- Topics were data-driven management, body-worn cameras, and the police peer intervention program.



# V. Leading the Nation in Police Reform

- EPIC (Ethical Policing Is Courageous)
  - NOPD has hosted its first EPIC Conference this year – a program that is designed to encourage peer intervention to prevent misconduct before it starts



## Attendees included:

- Albuquerque PD
- Arlington PD
- Atlanta PD
- Austin PD
- Baltimore PD
- Baton Rouge PD
- Chicago PD
- Cleveland Division of Police
- DeKalb County (GA) PD
- Alachua County (FL) Sheriff
- Honolulu PD
- Kalamazoo Dept. of PS
- Kansas City, Missouri PD
- Los Angeles County Sheriff
- Meridian, MS PD
- Metro PD - Washington, D.C
- Minneapolis PD
- Montgomery County (AL) Sheriff
- Montgomery (AL) PD
- Newark PD
- Northeastern University PD
- New York City PD
- Plano, TX PD
- Raleigh PD
- Richmond PD
- Seattle PD
- Selma, AL PD
- Springfield, MA PD.
- St. Paul, MN PD
- U.S. Virgin Islands PD
- VA Beach PD
- DOJ, Office of Community Oriented Policing Services
- Civilian Oversight Board - St. Louis, MO
- FBI National Academy
- Fraternal Order of Police – national, state, and local representatives
- International Association of Chiefs of Police
- National Association for Civilian Oversight of Law Enforcement
- National Association of Black Law Enforcement Executives
- New Orleans Independent Police Monitor

